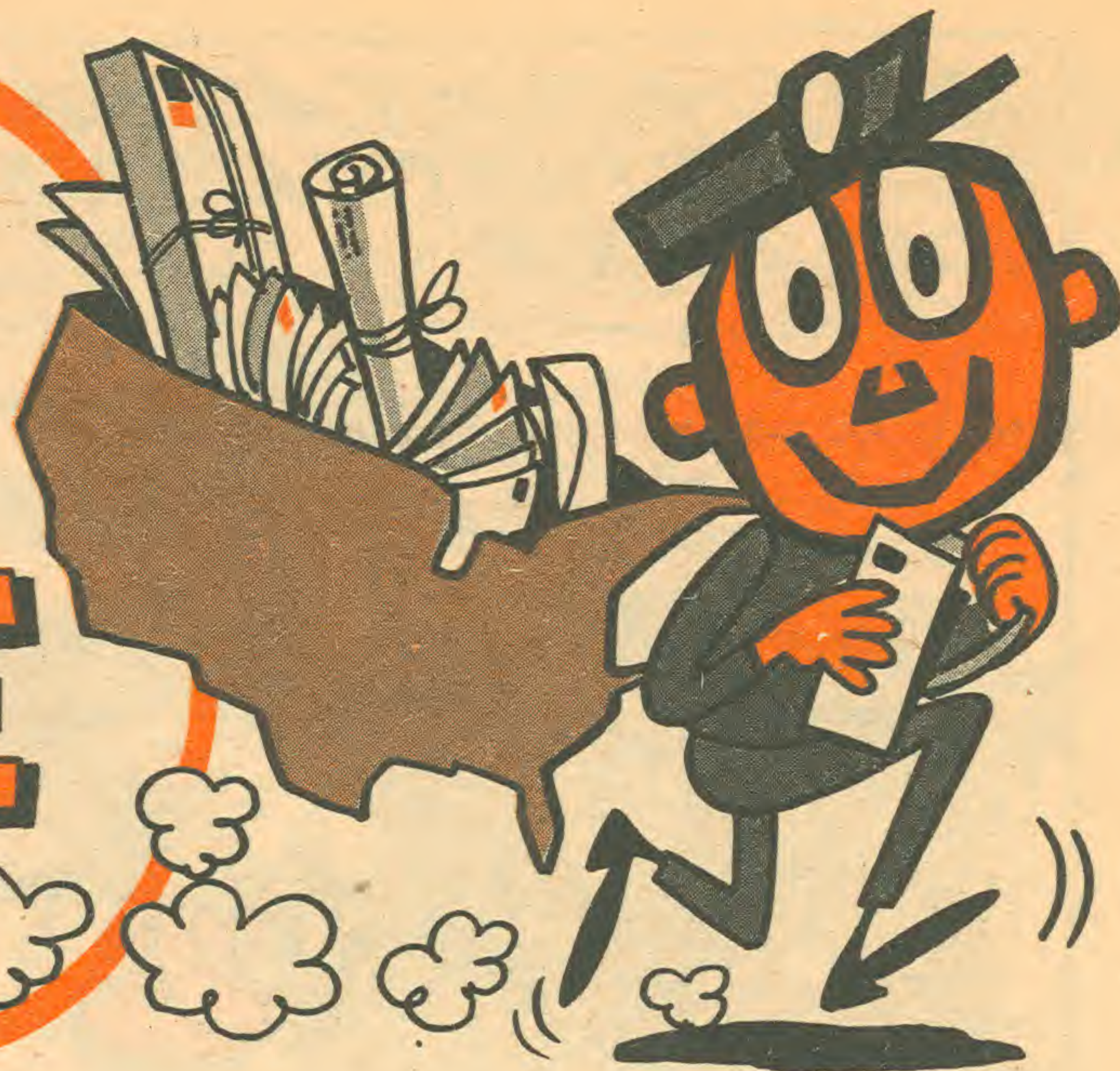


# MAIL

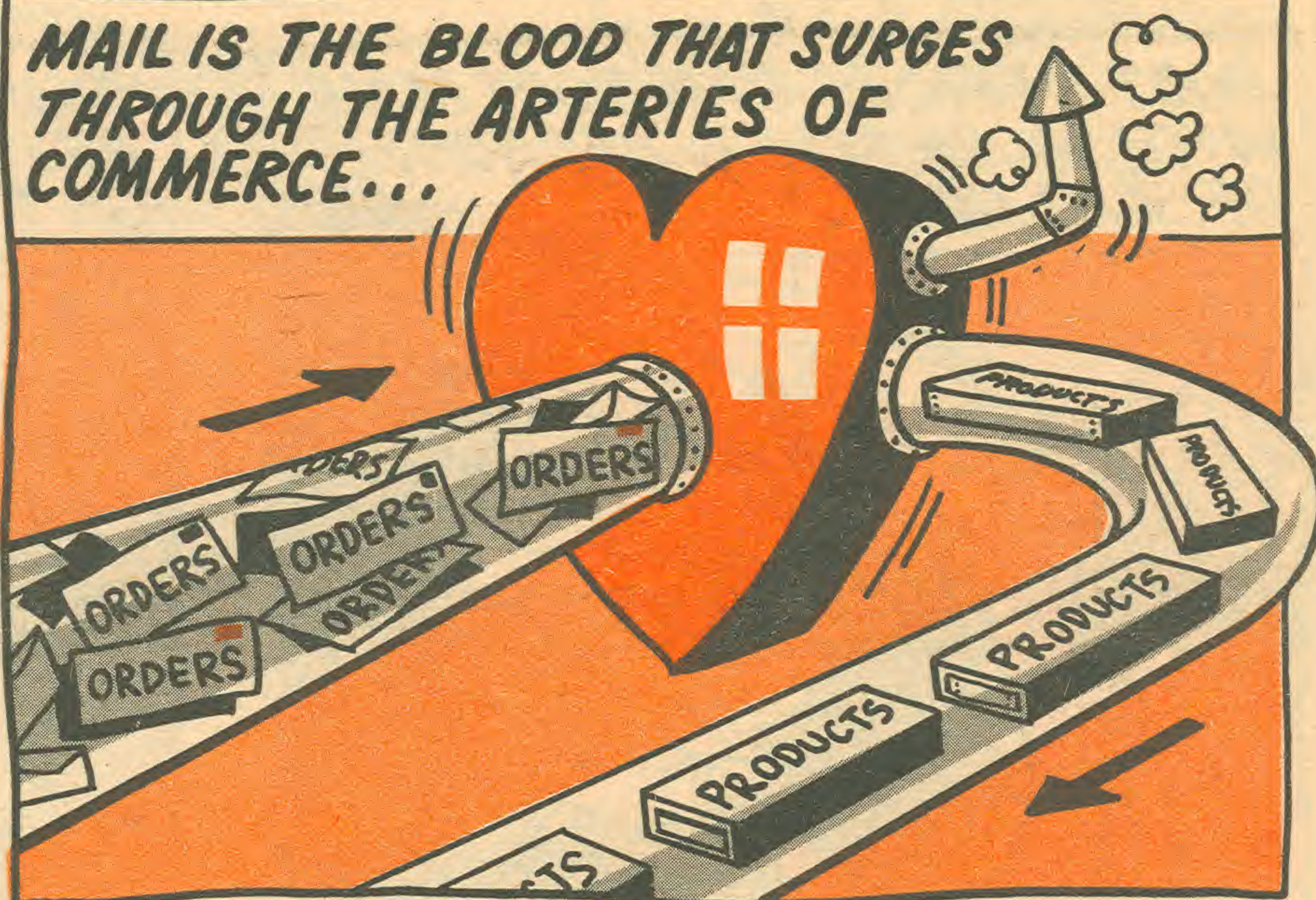
*MOVES THE COUNTRY*

# ZIP CODE

*MOVES THE MAIL*



MAIL IS THE BLOOD THAT SURGES  
THROUGH THE ARTERIES OF  
COMMERCE...



... THE TIE THAT BINDS  
FAMILIES AND FRIENDS



AND MR. ZIP'S MODERN POST  
OFFICE DEPARTMENT  
MAKES IT POSSIBLE





**TODAY, NEARLY ALL LONG  
DISTANCE FIRST CLASS MAIL  
GOES BY AIR**



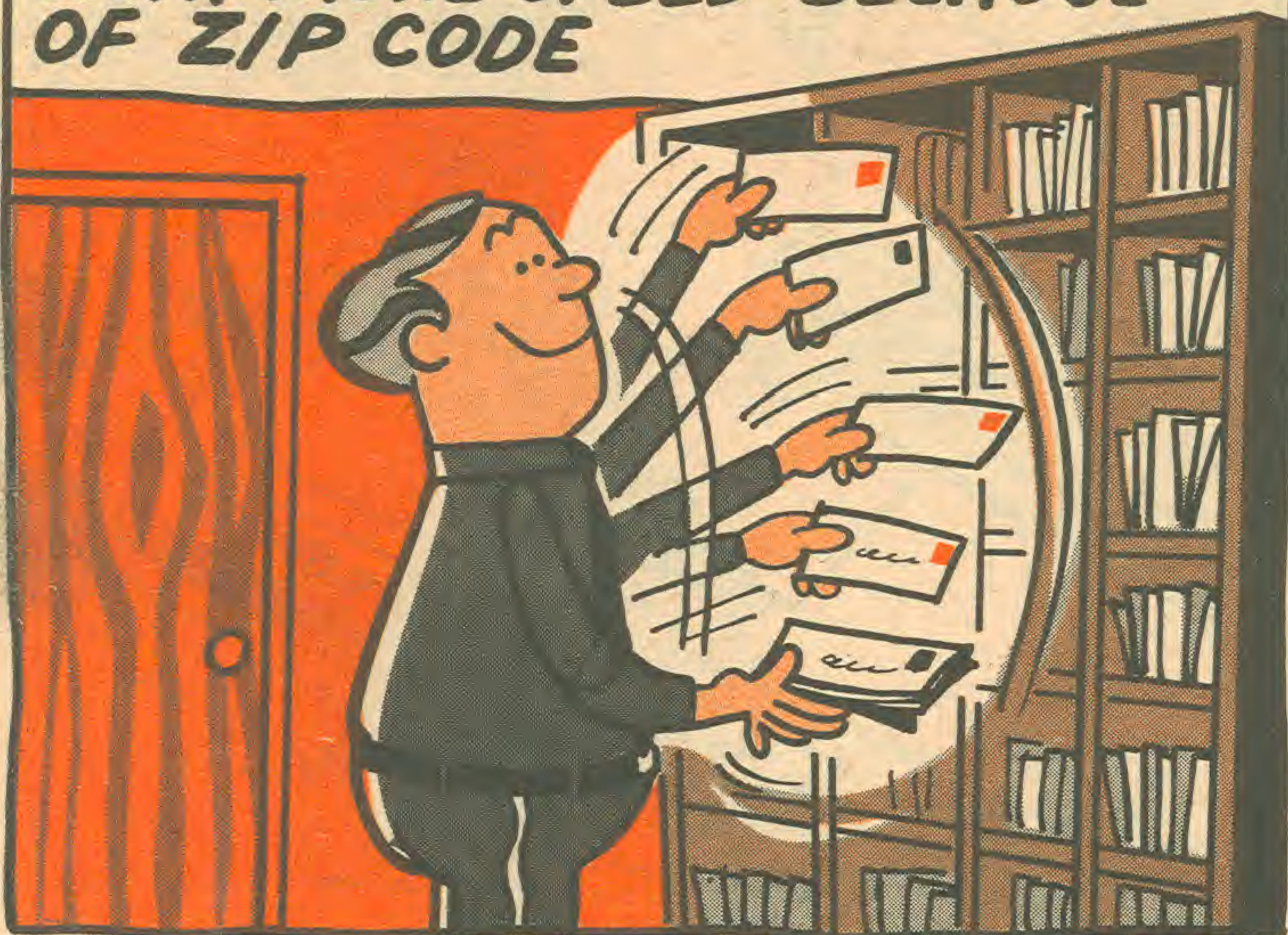
**THERE IS A FIVE NUMBER  
CODE FOR EVERY ADDRESS**



**20260**

**THIS IS THE ZIP CODE FOR THE  
POSTMASTER GENERAL'S ADDRESS  
IN WASHINGTON, D.C.**

**POST OFFICES CAN SORT MAIL  
WITH MORE SPEED BECAUSE  
OF ZIP CODE**



**YOUR ZIP CODE GOES IN THE  
RETURN ADDRESS. THE CODE  
OF THE PERSON GETTING YOUR  
MAIL GOES IN THE  
MAILING ADDRESS**

MRS. GEORGE ZOT  
120 GLOBE AVE.  
DULUTH, MINN. 55801

MISS BETTY BROWN  
12 HURD ST.  
CHICAGO, ILL. 60635

## **HERE'S HOW ZIP CODE WORKS**

SUPPOSE THE ZIP CODE IS **60635**  
THE "**6**" SAYS IT GOES TO THE  
MIDWEST.

THE "**06**" NARROWS IT DOWN  
TO CHICAGO.

"**35**" PINPOINTS A LOCAL  
POST OFFICE... THIS ELIMINATES  
MANY HANDLINGS. THE LETTER IS  
SORTED FASTER AND SENT MORE  
DIRECTLY TO ITS DESTINATION.

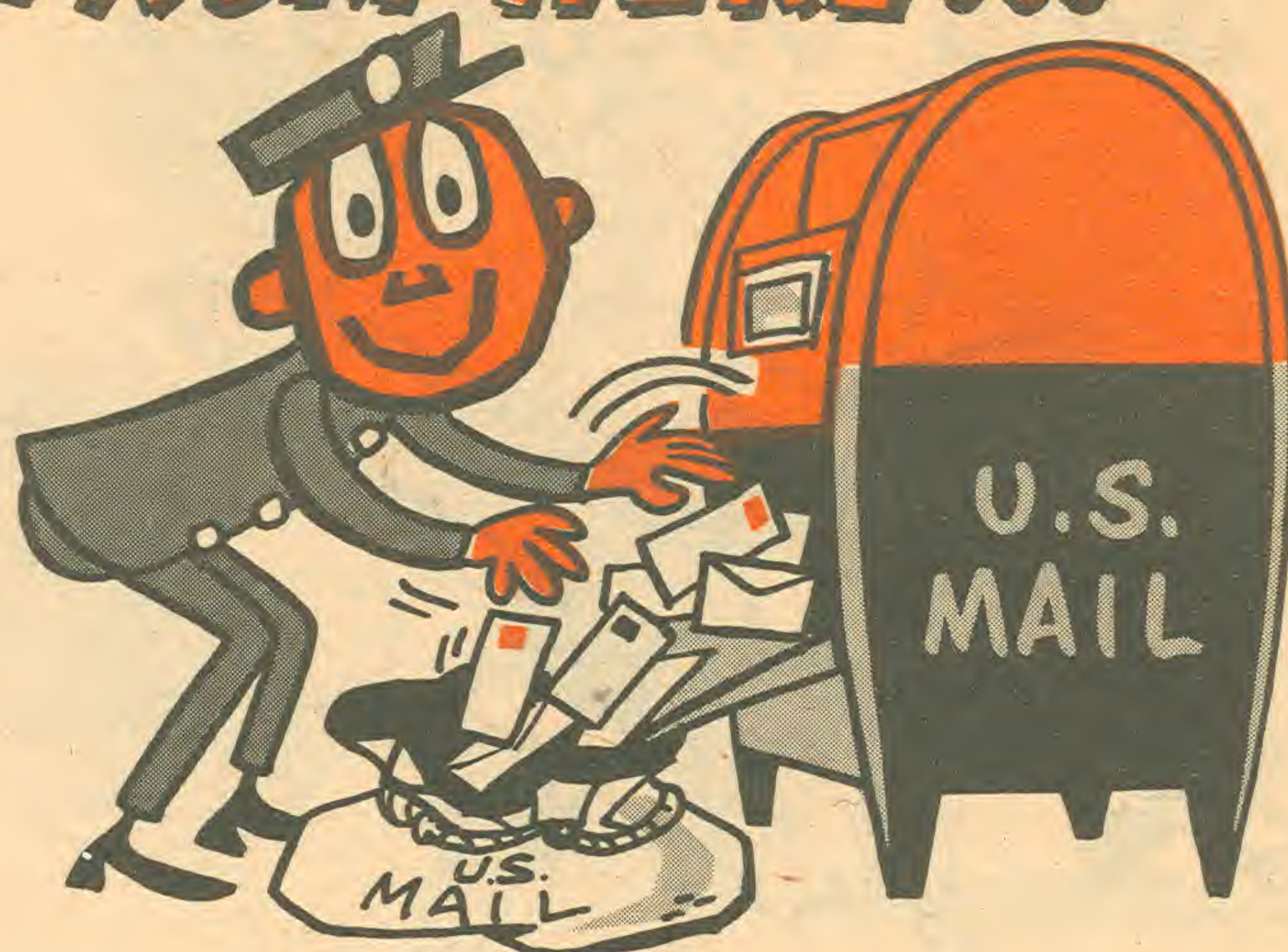




REMEMBER TO MAIL EARLY IN  
THE DAY BEFORE PLANES, TRAINS  
AND TRUCKS LEAVE



**YOUR LETTER GOES  
FROM HERE...**



**...RIGHT TO  
THE POST  
OFFICE**

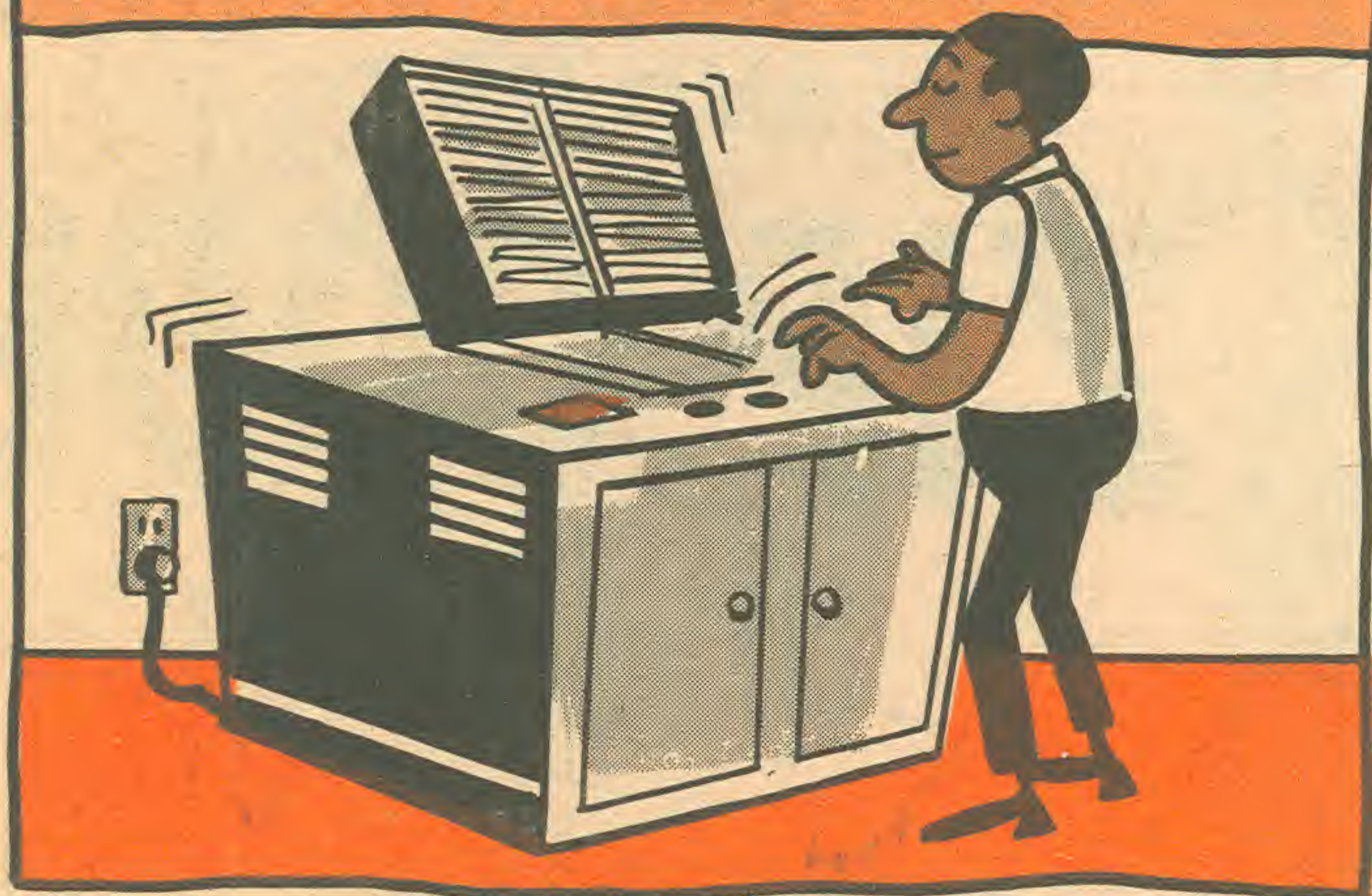
WHERE IT  
IS CANCELLED,  
SORTED AND  
SACKED...



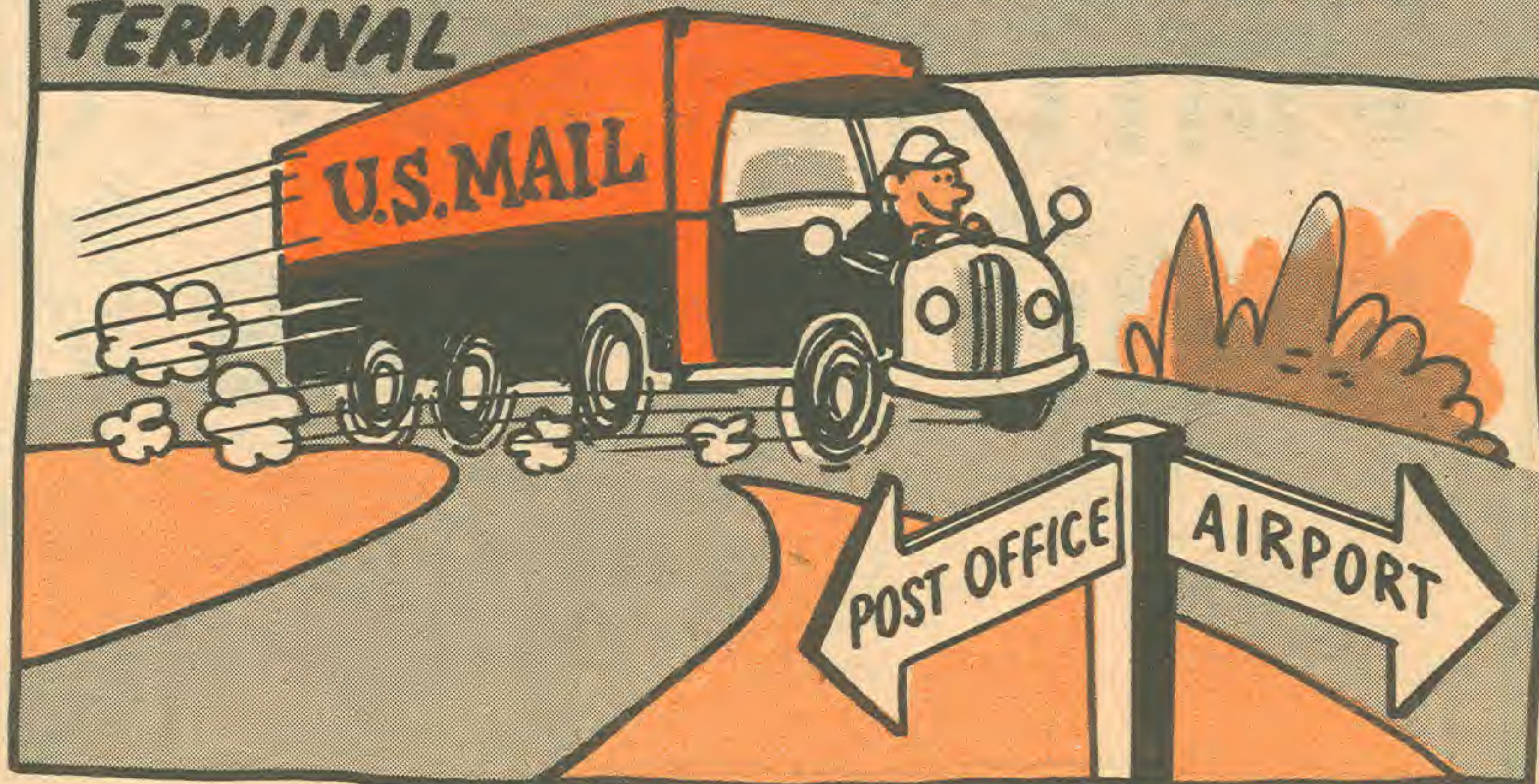
... WITH OTHER MAIL  
GOING TO THE SAME  
ZIP CODED AREA



IN SOME LARGE POST OFFICES,  
EQUIPMENT READS AND SORTS  
MACHINE PRINTED ZIP CODED  
ADDRESSES ON LETTERS



LARGE VOLUMES OF BUSINESS MAIL  
ALREADY PRESORTED BY THE CODES  
BYPASS THE POST OFFICE AND GO  
STRAIGHT TO THE TRANSPORTATION  
TERMINAL





**THEN IT'S ON  
ITS WAY...**



**ZIP CODED MAIL  
GOES IN A STRAIGHT  
LINE TO THE  
SECTIONAL CENTER  
OR LARGE POST  
OFFICE NEAREST  
ITS DESTINATION**



**NEXT STOP, THE LOCAL  
POST OFFICE WHERE  
A LETTER CARRIER  
PICKS IT UP FOR  
DELIVERY...**



**...TO THE  
PROPER  
ADDRESS**



**REGULAR POSTAGE  
PLUS ZIP CODE...  
THAT'S ALL  
IT TAKES**



**Don't tie up  
mail service**



**MAIL EARLY IN THE DAY  
AND USE**

**ZIP CODE**